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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	09/725,080	
	<b>Filing Date</b>	November 29, 2000	
	<b>First Named Inventor</b>	HIMES	
	<b>Group Art Unit</b>	3629	
	<b>Examiner Name</b>	Dixon, Thomas A.	
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b>	0307091.0105

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form  <input type="checkbox"/> Fee Attached  <input checked="" type="checkbox"/> Amendment / Response  <input type="checkbox"/> After Final  <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Combined Declaration and Power of Attorney  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application)  <input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Declaration of Mailing by Express Mail  <input type="checkbox"/> Petition  <input type="checkbox"/> Petition to Convert to a Provisional Application  <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter  <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  <b>Return Receipt Postcard</b>
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<b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>		
Firm or Individual name	Stephen C. Glazier (Registration No. 31,361) Kirkpatrick & Lockhart LLP	
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GROUP 3600

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3629

Docket No. 0307091.0105

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : HIMES Art Unit : 3629  
Serial No. : 09/725,080 Examiner : Dixon, Thomas A.  
Filed : November 29, 2000  
Title : LOYALTY LINK METHOD AND APPARATUS FOR INTEGRATING  
CUSTOMER INFORMATION WITH DEALER MANAGEMENT  
INFORMATION

Commissioner for Patents  
P.O. Box 1450  
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**GROUP 3600****REPLY AND AMENDMENT**

This communication is responsive to the non-final Office Action mailed January 21, 2004.

**A. INTRODUCTORY COMMENTS**

Reconsideration and allowance are requested in view of the following amendments and remarks. Upon entry of this Reply, claims 1, 15, 30, 31, 45, 60, 61, 75, 90, 101, 116, 120, 131 and 136-139, 141-153, 155-162, 164-176, 178-185, 187-199, 201-208, 210-220, and 222-245 will be pending in the present application with claims 1, 15, 30, 31, 45, 60, 61, 75, 90, 101, 116, 120, and 131 being independent. Claims 140, 154, 163, 177, 186, 200, 209, and 221 have been cancelled. Support for claims can be found throughout the specification. No new matter has been added.